

A REMARKABLE NEW DEPARTURE IN THE BUSINESS LIFE OF NASHVILLE.

Mr. A. N. Johnson, the Leading Embalmer and Funeral Director of the Negro Race Selects our City as his Future Home and has opened the Finest Undertaking Establishment in the South. Waiting rooms for our Ladies while shopping down in the city, Chapel and other features Grand Opening next Monday Sept. 16th 423 Cedar street in Boyd Building.

Only one block from the street railway station, and a short distance from the Union and Southern Rail Road Stations. Office 'phone, Main 763. Here he has show-rooms where he exhibits many of the various creations in styles and colors of caskets, robes and latest paraphernalia incident to the business. A modern chapel, especially prepared for those who want funerals to take place from parlors, arranged with every facility for the accommodation of persons whose remains are brought to the city or to be conveyed to homes out of the city. Here you will find waiting and reception rooms for persons who are to attend upon the services, or those who come into the city or depart with remains. Often there are no resting places where our people can stop to refreshen themselves when arriving in the city or to rest on departing, hence he has especially prepared a room for their every convenience, just as if they were at home, also a reception room, to which you will be welcomed to rest when shopping or stopping down in the central part of the city. That the people will appreciate a neat, clean and inviting resting place, where they may drop in and wait, use the 'phone, make a memorandum, send out for a glass of soda water or meet a friend, such accommodations as are not given to our people, and are given by hotels, drug stores and similar places down in the city to other races, goes without saying. These privileges are given absolutely free to the deserving men and women of the race, and Mr. Johnson feels that the same will be appreciated by both ladies and gentlemen. A most cordial invitation is extended to you to come and see his quarters, commend what is good and suggest what might help to make a complete place. His apartments are separate and distinct from all other tenants in the entire building.

When asked about embalming and his business, he said:

"After death, comes the Embalmer. At least he should come. Often he is preceded by the sudden adviser, whose intense interest and advice as to which Embalmer you should have, adds to your sorrow. There has been as great advancement made in embalming within the past twenty years as there has been in any of the modern arts and sciences, and the prosperity of the people has demanded better and more skilled service, until very few states in the Union are without stringent laws regulating the practice of embalming. The modern Embalmer should have a thorough knowledge of anatomy, antiseptic chemistry, sanitary science, disinfection, etc. He should know when a person is dead, the different phenomena of death and should have such a knowledge of diseases that he can know the cause of death and how to give that specific treatment in embalming which is necessitated by the nature of the disease, that the living may be protected from contagion and infection and the body receive such treatment as will give the most satisfactory results.

"After careful survey of the needs, advantages, conditions and opportunities in this Athens, we decided that there was an 'opening for a man who knew his business: for a man in the front ranks who was competent, who was fully up to date in the profession of embalming, and who had an equipment equal to the best in the entire country, regardless of the question of race or color."

AS TO HIS COMPETENCY.

He said: "We have practiced embalming for the past fourteen years, during which time we have embalmed persons who have died from almost every known disease, every form of accident and violence—numbering above three thousand bodies—and given satisfaction in every case. In both the cities of Mobile and Memphis. During this time the records will show that we buried more people than any other undertaker of either race. Besides holding a graduate's diploma from an Embalming College, we have been licensed by Embalming Boards of Alabama and Texas, which states require persons to pass rigid examinations in embalming, sanitary science, antiseptic

chemistry, etc., before they can claim to embalm. When a colored man passes these Boards and is granted license, he is certainly competent."

In addition to the knowledge acquired from practice, he has visited every city with more than ten thousand inhabitants, from New York to Mexico, studying every known method of the art of embalming, so that he is able to say in the fullest confidence, that in all the methods he is at the head of the profession of embalming, and can give the most satisfactory service; so that if you employ him to do your embalming you have a man thoroughly competent, up to the present time in methods and who can give you the very best of service.

He said: "Many very valuable lives are lost by employing incompetent men in embalming. There are men who possibly know how to 'keep a body' for twenty-four or forty-eight hours, but whose work results in the spreading of the disease by turning loose germ life, so that it only remains a few weeks or months until others have developed the same disease and died; all because the embalmer knew nothing about disinfection. Ask any reputable physician what amount of damage can be done by an incompetent embalmer who is wanting in the knowledge of how to dispose of the germ life in typhoid fever or other infectious or contagious diseases. Certainly in such a time you need competency."

Death is never a welcome visitor and the horror and sorrow which comes with him are often ameliorated by the man of competency—one so skilled as to be regarded as an artist in his profession. Every one agrees that all dead bodies should be embalmed as much for sanitary reasons as for keeping the dead pleasant; for of all the unpleasant conditions none

is more unpleasant than a body in the advanced state of putrefaction—no matter how beautiful the person was in life or how amiable his disposition. Still there are people who are so economical (?) that they will not have it done at the proper time; but wait until the body has far gone into decomposition and decay, so that they are blackened and good results are impossible. There is a "Too late" period in embalming just as there is in religion or medicine.

AS TO PRICES.

When asked about prices for such service, he said:

"Our prices are consistent with services and material used. No man serves now for nothing. The good old days when a man died at midnight, the church bell rang, the neighborhood arose from its slumbers, carpenters made a free coffin and good women covered it with black calico are gone. Our prosperity has carried us away from those times and we are wanting the very best that we can get. All persons do not die from the same cause. Deaths from some diseases require more time and more expensive material and service, just as a physician charges for different operations a different price. Our prices will not be any higher than you would pay for services not as efficient. A new man coming into a community could not hope to give other than the best service and make prices in reason."

EQUIPMENT.

Well, Mr. Johnson, what about your equipment?

"We have the distinction of owning the finest funeral cars ever owned by any colored man in the United States. When we sold out our business last

November, we ordered the Cunningham people, who are the most famous hearse builders in the world, to build us one of the finest, most magnificent, massive and stately funeral cars ever built. It is without doubt as beautiful and as elegant in design as any funeral car in this country and finer than the funeral car which was used for President McKinley when he died. 'It is fit for a king.' The finest owned by any colored man in America to-day, and equal to any in the country in beauty and design. It will be worth a visit to our place to see this grand piece of architecture and workmanship.

"What is said in the foregoing about our ebony or black funeral car, can be said of our white funeral car, with its richly carved wood panels, between which are displayed snowy white, purple or steel gray curtains to blend with the color of the casket used. This is an innovation which the artistic will appreciate and commend. Death is robbed of much of its horrors when modern ideas are employed in such details as we concern ourselves, and which have conspicuously placed us at the head of the business in the entire country.

"Our carriages are not old, second hand, rebuilt carriages, but brand new in make, style and design and the best that genius has invented and money can buy. These are for hire at all times and at reasonable prices, whether we have your funeral or not."

AS TO CASKETS.

When asked about carrying a stock of goods he said:

"We will keep constantly on hand all kinds of coffins, caskets, robes and general funeral furnishings. We would much prefer that our customers would come and make their own selection,

it always gives more satisfaction than the catalogue. There are many styles of caskets, in all the various colors and tints, and, in keeping with the times, we have had many of our caskets made to our own style and liking, because we believe in our good taste and ability to design, which gives our customers originality. We will be pleased to serve our customers in the old way, by selling from the catalogue; but as they would not think of buying even a hat without seeing it, we believe that people will get the most satisfaction by seeing just the exact casket and funeral car that they want, and satisfaction is assured.

"We shall be pleased to have any and all persons call on us and see our place of business and become acquainted with us. We are of necessity forced to ask the assistance of the people as well as some indulgence in getting acquainted, and we hope that no one will think we are stiff-necked, puffed up or unfriendly to all of our people, whether they are poor or rich, laborers or servants, for we are earnest servants, anxious to serve and please the humblest person who cares to employ us and who can pay for good services at reasonable and living prices."

What about society business?

"We are anxious for and will be pleased to have members of any and all societies, whether they be benevolent or secret to see our place of business, our outfit and learn of our methods. It perhaps might be thought that we should connect ourselves with each of the societies in order to get their business. We believe in societies and the great good they do; but we believe that we should be at our place of business, ready to serve the people instead of trying to get business that way. We hope that the people who conduct the affairs of the good organizations will consider this fact, that we are competent and experienced in society management and will give us support as we merit it by giving the most competent service and being at our post when called upon."

AS TO TERMS.

When asked about terms, he replied:

"Our prices are reasonable and are not inflated. In some cases men employ the method of having honest people pay other's debts. They give credit to all who ask it and those who pay, pay the other man's bills. It has been our method to rather do business for those who can and will pay, at a living rate, than take all kinds of risks, wear out our outfit so that when the man who has had the good judgment to insure or join some good organization wants a funeral, the outfit and horses are all worn out. We will be glad to do business for any one who can pay and for those who can give assurance that pay will be sure and certain in a reasonable time. We hope to observe the Golden Rule to all in our dealings. There is business enough for all who are here as well as for us and we want the friendship and co-operation of all men in the business; therefore, we shall be glad if all who read our announcement will come and see our place, get acquainted with us and see if they like us well enough to give us a chance to serve them. Then they will know when the time comes whether they want us or not, and all unpleasantness be eliminated. There are undertakers who visit the sick and who ask for a funeral. This act borders too much on the vulture for us and we do neither. If people want our services, come to our place of business, or ring us up, giving us the age of the deceased so that we can intelligently bring paraphernalia suitable, telling us on which street they live and the number, and we will answer their calls day or night."

Tell us something of your paraphernalia and service.

"Our paraphernalia is new and modern. Pedestals, trucks, couches and methods are modern, not cheap. We pride ourselves on our service. Service is our strong point. We can and do lay emphasis on service. People get the best when they employ us. That is as sure as death itself. In giving us a part of their business, they are assured of all that is latest and



MR. A. N. JOHNSON,
Funeral Director and Embalmer.